

Sports Communications

Dr. Elke Bechtold

Phone: +49 841 89-36193

E-mail: elke.bechtold@audi.de

www.audi-mediacyenter.com/en

Audi Nines presented by Falken: Premium brand supports new winter sports format

- Audi sponsors innovative competition format for up-and-coming sports
- Elite athletes develop new competition course
- Ski Cross, Snowboard Cross and Slopestyle all combined on the same slope

Ingolstadt, 11 April 2018 – Audi’s backing for youth-oriented winter sports continues. The premium brand is the title sponsor of an all-new competition format taking place from 9 to 14 April 2018 in the Tyrolean ski resort of Sölden. In the Audi Nines presented by Falken, the world’s best practitioners of Ski Cross, Snowboard Cross and Slopestyle will go head to head on a specially designed SlopeX course.

The innovative SlopeX course on the Tiefenbach Glacier will combine elements of Ski Cross and Snowboard Cross with Slopestyle. In keeping with the slogan “by riders for riders”, it was developed by the athletes themselves with both speed and style in mind, and includes plenty of scope for experimenting with jumps and tricks. The event will also provide an opportunity for promising up-and-coming talent to rub shoulders with Olympic and World champions.

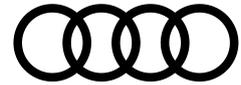
The competitors will have five days to get to grips with the innovative SlopeX course before they face off against each other in the competition on 14 April. On the Public Contest day, the athletes will compete in seven categories – from SlopeX, Big Air and Quarter-Pipe to team events.

Audi has been supporting youth-oriented and trend-setting sports for a number of years now, including the AUDI FIS Ski Cross World Cup and the Freeride World Tour. With the Audi Nines presented by Falken, the premium brand is expanding its sponsorship portfolio. “We are very keen to work with our partners to keep on developing the platforms and maintaining close contact with the athletes. We developed the Audi Nines especially for them in what was very much a collaborative effort,” comments Thomas Glas, Head of Sport Marketing at AUDI AG. “The resulting creativity and sense of momentum is unique in winter sports.”

Audi has been the main sponsor of the German Ski Association (DSV), including all national teams, for over 30 years. The premium brand is also involved with several other national Alpine skiing teams and it is a partner in selected winter sports events. Some of the teams undergo regular training sessions at the Audi wind tunnel centre in Ingolstadt and take part in an Audi driving experience in the snow or at the Audi driving experience centre in Neuburg an der Donau.

For more information, see www.audinines.com.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.